

CONTENTS

PREFACE	<i>Barrett P. Brenton and Helen E. Sheehan</i>	6
WHY NOT CALL MODERN MEDICINE "ALTERNATIVE"?	<i>Don G. Bates</i>	12
POLICY, THE PUBLIC, AND PRIORITIES IN ALTERNATIVE MEDICINE RESEARCH	<i>Wayne B. Jonas</i>	29
THE EMERGING SOCIOECONOMIC AND POLITICAL SUPPORT FOR ALTERNATIVE MEDICINE IN THE UNITED STATES	<i>Michael S. Goldstein</i>	44
PAYING FOR ALTERNATIVE MEDICINE: THE ROLE OF HEALTH INSURERS	<i>Robert Tillman</i>	64
THE RAW AND THE ORGANIC: POLITICS OF THERAPEUTIC CANCER DIETS IN THE UNITED STATES	<i>David J. Hess</i>	76
ASIAN MEDICINE IN AMERICA: THE AYURVEDIC CASE	<i>Sita Reddy</i>	97
UNANI TIBB: HISTORY, THEORY, AND CONTEMPORARY PRACTICE IN SOUTH ASIA	<i>Helen E. Sheehan and S. J. Hussain</i>	122
REMODELING THE ARSENAL OF CHINESE MEDICINE: SHARED PASTS, ALTERNATIVE FUTURES	<i>Volker Scheid</i>	136
"CURING AND CRIPPLING": BIOMEDICAL AND ALTERNATIVE HEALING IN POST-SOVIET RUSSIA	<i>Julie V. Brown and Nina L. Rusinova</i>	160
TRADITIONAL MEDICINE IN AFRICA	<i>Nancy Romero-Daza</i>	173
STAYING HEALTHY: EVANGELISM AND HEALTH PERCEPTION DIFFERENCES BY GENDER IN A GUATEMALAN MARKETPLACE	<i>Michael B. Whiteford</i>	177
NATIVE AMERICAN TRADITIONAL AND ALTERNATIVE MEDICINE	<i>Susan L. Johnston</i>	195
MOVING LINES AND VARIABLE CRITERIA: DIFFERENCES/CONNECTIONS BETWEEN ALLOPATHIC AND ALTERNATIVE MEDICINE	<i>Fred M. Frohock</i>	214